

**ROB DRAKE,**  
**MAYOR**

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# YOUR CITY

CITY OF BEAVERTON NEWSLETTER

SPECIAL EDITION ~ WINTER 2003

## Local Style Economic Development

This special issue of *Your City* is devoted to Economic Development. While our area has enjoyed the many positive aspects of strong high technology growth and innovation over the last twenty years, our successes have also been diversified in many other industry areas. I want to focus the spotlight on two local companies that started very small and have taken homegrown ideas and products to the national and international markets. The two companies are Reser's Fine Foods and Nike.

Many don't know that Reser's Fine Foods is a locally owned and operated food products company that sells nationally in all 50 states. Reser's had humble beginnings, when Al Reser first started selling his mother's family-recipe for potato salad in the 1950's. Straight out of college in 1960, Al incorporated the family business and has been President of the company ever since.

Reser's employs 1,600 people across the country with sales of over \$300 million annually. In addition to their national headquarters and a production plant in Beaverton, they have major facilities in Hawaii, Ohio, North Carolina, Washington and Kansas. They produce potato salad (of course), other salads, pizza, Mexican-style foods and an assortment of other specialty products.

This local success story began in the Reser family kitchen, yet has grown over time to have a national impact on America's lunch, dinner and picnic tables. It all began here and has taken several decades, surviving the many ups and downs of growing an original idea and the cycles of our economy.

The Reser family never gave up and has not changed their basic strong core values as a family and company.

My second company focus is on Nike, the international sports company that is most famous for innovation and having its beginnings through athletics at the University of Oregon. Nike is also headquartered in Beaverton. While I was a guest on the Nike campus recently to view the presentation of the third-annual Nike Casey Martin Award, it struck me that Nike had the same simple beginnings as Reser's Fine Foods. People often think of Nike as glamour athletes and linked only with international sports events, but it continues to be a local company with real employees who take pride in their work and strive to produce products that appeal to everyday athletes like you and me. It is amazing to me that a local company that got its start here can touch so many people in our world.

Emmanuel Ofori Yehoah, a 26-year old man from Ghana, was the recipient of this year's Nike Casey Martin Award. (Casey Martin is a professional golfer with an incurable and painful disability, who won a legal battle with the PGA so

*(Continued on page 2)*

### Mayor's Hotline

Your interests and concerns are important to me. A phone line is available 24 hours a day for citizen calls: (503) 526-3700. Messages will be checked daily, and if you leave your name and number, a staff member or I will respond to you as quickly as possible.

## Mayor's Report *(Continued from Page 1)*

he can utilize an electronic cart to drive around golf courses during tournaments.) The young man from Ghana is one of two million people (ten percent of the population) in this poor African country who is disabled, having been born with a deformed leg which required him to use crutches to stand. He had a strong desire to make a difference and formed a non-profit organization that promoted disability awareness, which has included his cycling across Ghana to boost the spirits of those who are disabled. This young man's heroic efforts reached the folks at Nike, who honored him with the award. He now has the use of a prosthetic leg, which allows him to walk without crutches. This is a great example of how our locally grown company has made a difference in faraway places.

The company founder, Phil Knight, connected in the early 1970's with his coach, mentor and legendary University of Oregon track coach, Bill Bowerman, to form the company. Driven by Bowerman's philosophy that "if you have a body, you are an athlete," this local company produces all types of sporting shoes, clothing, and sports gadgets and is always on the cutting edge of new ideas. Now a multi-billion dollar company that employs 23,000 people worldwide, there isn't likely a place on earth that hasn't seen someone wearing sporting apparel with the famous Nike "swoosh" somewhere on the shoe, hat or shirt. Locally, Nike employs over 3,500 people many of whom live in or near Beaverton.

Because Nike is so large and constantly pushes the envelope for innovation and creation, they also become a target. My message here is not the inevitable political attraction to a large and successful international company like Nike, but the simple beginnings thirty years ago and how only a handful of people with one mission can accomplish so much. The bottom line story is that a local company that employs real people we can know and rub elbows with has made such a difference in many lives and has also survived the many up-and-down business cycles and the changing world economy. Nike has made a significant positive difference in our local economy and continues to be a world leader in sporting apparel.

Many businesses start every year that don't survive to the next. It often takes many years, or even decades, before they reach the size and successes of Reser's and Nike. Success takes patience, innovation, creativity, discipline and sometimes sheer luck. This is why we need to look at economic development with a broad, helpful and long-term view. Sometimes, great ideas just don't take hold. But, sometimes they do. We need to keep monitoring and promoting the health of our businesses and foster the kind of attitude and environment that encourages their success. We need to do what we can to nurture a healthy business environment and economy that benefits everyone.

• **Rob Drake, Mayor**

## YOUR CITY

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**THE CITY'S MISSION:**  
*"Preserve and enhance Beaverton as a responsive, dynamic, attractive and safe community."*

Rob Drake, Mayor  
Dennis Doyle, Council President  
Betty Bode, Councilor  
Fred Ruby, Councilor  
Forrest Soth, Councilor  
Cathy Stanton, Councilor

### COUNCIL GOALS:

- 1-Preserve and enhance our sense of community.
- 2-Use City resources efficiently to ensure long-term financial stability.
- 3-Continue to plan for, improve and maintain the City's infrastructure.
- 4-Provide responsive, cost effective service to the community.
- 5-Assure a safe and healthy community.
- 6-Manage growth and respond to change consistent with maintaining a livable, full-service city.
- 7-Maintain Beaverton as a regional leader in cooperative efforts with other agencies and organizations.
- 8-Provide and support a highly qualified and motivated City work force.

**Beaverton's 25  
largest  
employers  
employ over  
12,000 people  
within the city.**

### *Update on the Round at Beaverton Central*

If you haven't been down to The Round lately, it's time to stop by and see all the changes taking place. Located at the Beaverton Central MAX station, The Round is a mixed use project which has been long planned and is finally taking shape in downtown Beaverton.

The office building south of the light rail tracks is approximately 90% leased, which is the fastest lease up of any office building in Washington County in the last three years. The Crescent Promenade building north of the tracks contains 65 condominiums and space for a number of retail businesses. The first of these businesses, Typhoon! Restaurant and Washington Mutual Bank, are already open. They will soon be followed by Mingo, an Italian restaurant.

By mid-December, a 24-Hour Fitness Sport fitness club will open in the newest building, at

the corner of Watson and Millikan. Sixty housing units will be finished early next year on the floors above the health club. At completion, scheduled for 2005, The Round will contain two parking structures, two additional office buildings and another residential building.

There are a number of public spaces in the project as well. The plaza north of the light rail tracks is nearly completed. There will be temporary improvements to a plaza south of the tracks, with final improvements to that plaza and an adjacent Sister Cities Plaza occurring as the final building south of the tracks gets finished in 2005.

*The first completed building at The Round provides office space for Coldwell Banker Barbara Sue Seal Properties and several other businesses.*



*The Crescent Promenade building at The Round includes Typhoon! Restaurant and condominiums.*



### *Did You Know...*

The City of Beaverton adopted an Economic Development Strategic Plan in July 2000. Through a series of goals and action items, the Plan is intended to guide the City toward the following vision over the next decade:

“Beaverton is a vibrant city that is a great place to run a business and raise a family. It is a community that will foster an array of economic opportunities for the workforce of today and tomorrow. Beaverton will provide the infrastructure and leadership needed

to compete in our current knowledge-based economy.”

Many activities in the Plan target retention and expansion of jobs in the trade sector of the economy, which essentially means products or services which are traded outside the Portland area and bring new wealth to the City. When the trade sector grows, so do the companies which supply them and those companies which provide day to day services.



## Hall/Watson Beautification Project

One half mile. That's the distance between the City Library and the MAX station at The Round. Beaverton's historic Downtown is located between the Library and The Round, and the Hall/Watson Beautification project will tie the three areas together.

In Spring 2002, the City Council approved the *Hall/Watson Beautification Project*

*Excavation of Hall Boulevard and 1<sup>st</sup> Street intersection.*



*Construction of Hall Boulevard and 1<sup>st</sup> Street intersection.*



*Completion of Hall Boulevard and 1<sup>st</sup> Street intersection.*



**Implementation Plan.** This plan recommends a series of key design elements to be constructed in phases which will create a more attractive and safer pedestrian environment in downtown Beaverton. Old, worn street furniture and lighting will be replaced, intersections will be reconstructed and several small plazas will be built.

The Plan has been broken down into four phases:

◆ Phase One is located on Hall Boulevard between the Library and Broadway Street, and construction is almost complete;

◆ Phase Two is located on Watson Avenue between Canyon Road and 4<sup>th</sup> Street, and design has just begun;

◆ Phase Three is located on Watson Avenue from The Round, south to Canyon Road; and,

◆ Phase Four is located on Hall Boulevard from The Round, south to Broadway Street.

The entire project will take a number of years to complete based upon funding. Phase One improvements are nearly complete and design is underway for Phase Two. Phase One consists of:

- Reconstructing the Hall Boulevard intersections at Broadway Street, 1<sup>st</sup> Street, 2<sup>nd</sup> Street and 3<sup>rd</sup> Street, with a colored concrete to create safer street crossings;

- Replacing street lights on Hall Boulevard between Broadway Street and the Library with historic lights to reflect the "Old Town" character of the area;

- Constructing a small public plaza on the southeast corner of Hall Boulevard and Farmington Road that will feature a sculpture;

- Planting additional street trees where needed to fill in gaps on this section of Hall Boulevard; and

- Replacing worn benches, trash cans, drinking fountains, bike racks, and planters on this section of Hall Boulevard.

### Proposed kiosks

The remaining improvements in Phase One will be completed in early 2004. These include:

- Construction of a small public plaza on the northeast corner of Hall and Broadway adjacent to Beaverton Bakery; and

- Construction of a small gathering place within City Park across the street from the City Library.

The public plaza adjacent to Beaverton Bakery and the small gathering space in City Park will contain a food service kiosk. These kiosks echo the style of "Old Town" and will be operational by next summer.



*Example of kiosks*

## ***New Public Art Sculpture***

The Beaverton Arts Commission, in partnership with Beaverton's Economic Development Program in the Mayor's Office, is pleased to announce the selection of a beautiful, stainless steel sculpture for temporary placement in a new City plaza on the corner of Hall Boulevard and Farmington Road in downtown Beaverton. This temporary public art piece is the first selection made through the Commission's new "Sculpture Rental Program."

The selected work is the creation of local artist Bruce West and is entitled "Stele #5." The piece will be installed in mid-December and is on loan from the artist for one year.

"Stele #5" was selected by a five-member panel including a Beaverton resident, a Beaverton business owner, the Dean of the Fine Arts Department at Portland Community College – Rock Creek, a member of the Beaverton Arts Commission and a representative from the Mayor's Office. The work was selected based on its artistic quality and appropriateness to Beaverton's downtown.

The sculptural work will welcome visitors and citizens to Beaverton's revitalized downtown area and will be placed in a new City plaza being developed as part of the Hall/Watson Beautification Project described on the facing page.

The City Plaza at Hall and Farmington is approximately 1,000 square feet and will have three trees, two trash cans, one drinking fountain, and two benches along the perimeter of the plaza. The plaza will be constructed with concrete in a running bond pattern design with a slate texture that is cream in color. The plaza will

offer seating for the public, provide pedestrian access to a nearby business, and create a visually pleasing corner for vehicular traffic.

The City leaders and the Beaverton Arts Commission hope everyone, citizen and visitor alike, will enjoy these additions to our new plaza. The Arts Commission welcomes your comments about "Stele #5." Citizens can contact the Arts Commission at (503) 526-2288 or [artsmail@ci.beaverton.or.us](mailto:artsmail@ci.beaverton.or.us) or visit the City Web site at [www.ci.beaverton.or.us](http://www.ci.beaverton.or.us)

***"Stele #5," the new public art sculptural work will welcome citizens and visitors to Beaverton's revitalized downtown area.***



*A photograph of "Stele #5".*



## ***“Downtown Beaverton”***

What do you think of when you think of Downtown Beaverton? Some of the common answers include: Beaverton Bakery, City Library, Farmer’s Market, The Round, and Historic Broadway Street.

There are many answers. The City has an official designation of Downtown based on zoning; it is called the “Regional Center”. This zone extends from Fred Meyer to Beaverton High School and from the City Library to Cedar Hills Crossing.

Beaverton has recently been selected by Metro as the pilot project for a \$100,000 grant from Metro’s 2040 Centers Program. Metro is the regional government that serves more than 1.3 million residents in Clackamas, Multnomah and Washington counties, and the 24 cities in the Portland metropolitan area.

There are a number of areas within the Metro 2040 Plan called Regional and Town Centers, which are intended to be places with a high density of jobs and housing. To date, most Regional and Town Centers have been slow to develop to the kind of densities envisioned.

According to Metro, the \$100,000 grant was

awarded to Beaverton because of the City’s commitment to revitalize Downtown as seen by recent projects, among them the new City Library, The Round, and the Hall/Watson Beautification Project. Other cities which competed for the pilot project grant award were Hillsboro, Oregon City, Lake Oswego, Milwaukie and Gresham.

The 2040 program is designed to create a set of tools which can be used to help invigorate Downtown Beaverton, and can also be easily replicated in other Regional and Town Centers in the Metro region. For instance: how should the dilemma of parking in both the old town part of the City and the newly developing area near The Round be handled; what are the best market opportunities for businesses in Beaverton’s Downtown and are there ways the City can help local land owners package and market their properties.

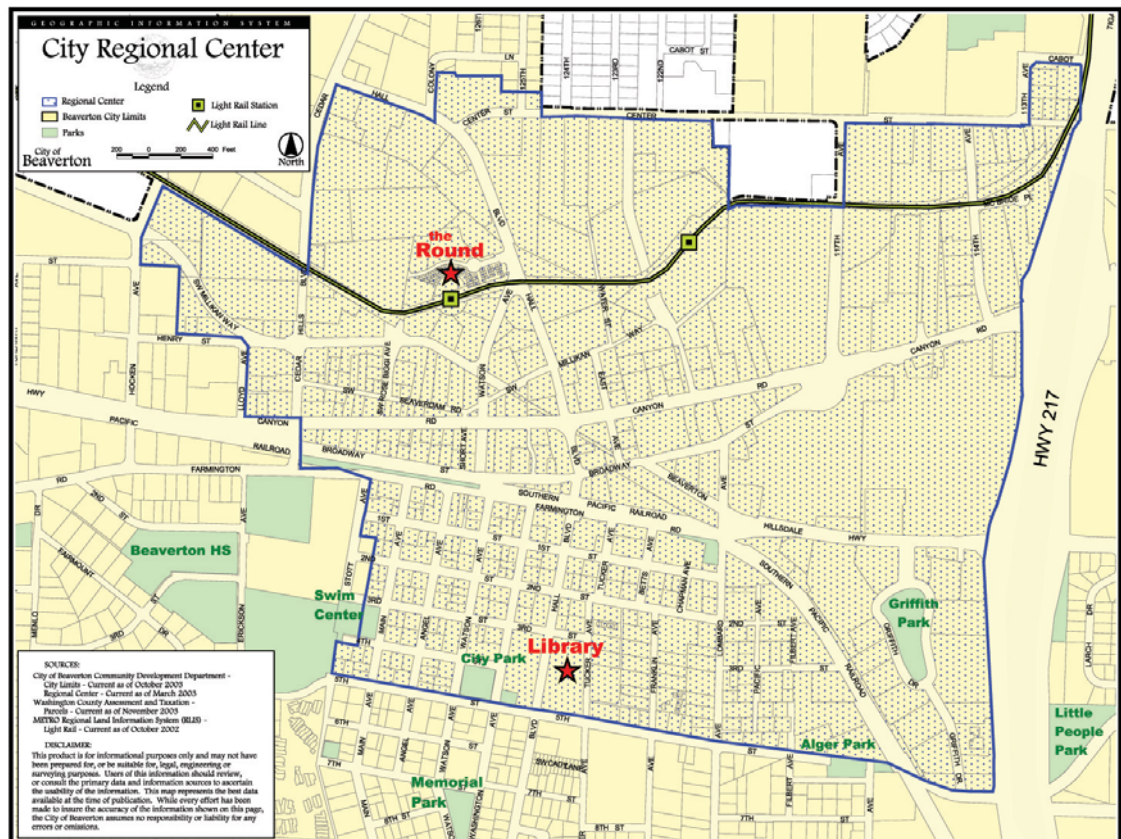
Receiving this grant is recognition of both the progress already made by Beaverton and the inherent difficulty of redevelopment of older suburban downtowns. It is one more piece in the puzzle of creating a dynamic Downtown.

***There are three Community Plan Goals :***

***(1) Promote the Downtown Beaverton Regional Center as “Downtown” Beaverton and create and maintain a positive image for the Downtown area.***

***(2) Create a Regional Center in Downtown Beaverton that is a focus for commerce, high density housing, and civic activities.***

***(3) Provide multi-modal connections within Downtown and between Downtown and other parts of the community.***



### ***The Film and Video Industry***

The filming of the movie, *Thumbsucker*, in Beaverton and other Washington County locations last summer reminds us of the value of the film and video industry to Oregon. Besides the little thrill of seeing a friend or your local dentist's office in a film, the industry brings many temporary and permanent jobs to our area.

According to a study for the Oregon Film and Video Office, film and video productions are rarely done by single companies working alone. Instead, it's common to see small, local production companies teaming up with other small firms and freelancers. It is also very common to see out-of-state production crews contracting with local film and video companies, many of whom are located in the Beaverton area. In the

Year 2000, Oregon based film and video companies generated about \$191 million in revenues from a mix of production companies, writers, performers, post-production firms and others.

Film crews are looking for the best shots to meet their needs. They aren't looking at the borders between cities or counties. Nevertheless, permit requirements differ in different places. In order to entice production crews to the local area, Beaverton staff are working with other jurisdictions in the area and the Oregon Media Production Association to look at ways to make permits for filming a more seamless process for the industry.



### ***The City Financial Picture: Maintaining Our Financial Stability***

The City is continuing its stable financial health and maintaining all services, even though some of the surrounding communities and the State have had to cut back on services in these economic times. The City's General Fund is our largest fund (\$34 Million) and it accounts for all City Administration, Police, Municipal Court, Community Development and Planning, Facilities Maintenance, and Engineering activities. The City is projecting that the General Fund will have \$4 million in reserves (a savings account) at the end of the fiscal year (June 30, 2004), which will be approximately 14 percent of the General Fund's yearly current operating expenses. The 14 percent reserve level is sufficient to cover nearly two months of the General Fund's current operations.

The City levies property taxes for its general operations under its permanent rate levy authorization. The City's permanent tax rate is \$4.62 per thousand of assessed valuation (the permanent rate does not include taxes for payment of general obligation debt). During the current Fiscal Year, the City is levying \$3.53, which is equivalent to 76 percent of the \$4.62 permanent levy rate. The \$3.53 levy rate will generate approximately \$19.1 million dollars and is used for the General Fund (\$16.8 million) Library Services (\$1.3 million) and the Street

Lighting System (\$1 million). The increment between the current levy rate (\$3.53) and the permanent levy rate (\$4.62) is \$1.09, and will provide a stable tax revenue source for the next several years in order to meet the City's projected operating expenses for phasing-in public safety enhancements. The \$1.09 would generate an additional \$5.9 million per year in property tax revenue for general operations. Beaverton is one of the very few taxing jurisdictions that has not levied its full permanent rate.

Another indicator of Beaverton's economic condition is the City business license revenue, which has increased 5.3 percent over 2001 levels. The license fee (which has not been raised since 1995) is based upon a fixed base amount (\$50) plus \$8.50 per full time equivalent employee. For 2004, the City is projecting a slight increase in business license revenues.

Besides the General Fund, Library and Street Lighting Funds, the City operates 23 other funds (e.g., Building Inspection, Water, Sewer, Storm Drain etc.) and each fund is also in sound financial health. The consistent citizen observation is that, in Beaverton, things are headed in the right direction as measured by citizens' responses to the City's "how did we do" cards and the annual citizen survey.

***"Beaverton is one of the very few taxing jurisdictions that have not levied its full permanent rate."***



## City Buys Permanent Home for Beaverton Head Start

The City has reached a tentative agreement with the owner of the child care center at 12385 SW Longhorn Lane to purchase the building. Community Action Head Start has been leasing the building since September 2002, and with the City's assistance will be able to stay in Beaverton for a long time to come, and save significantly on rent.



*An exterior view of the Head Start building.*

Community Action Organization is the largest private, non-profit social service agency in Washington County. It is the area's leading provider of early childhood education, family and child support services, and emergency basic needs. Community Action has been the Head Start provider for Washington County since 1970. Its Head Start and Early Head Start programs currently serve more than 600 children in nineteen locations across the County, as well as coordinating care for additional children in other community-based child care programs.



*A classroom in the new Head Start building.*

Currently 60 children are enrolled in the Beaverton center, which also serves another 20 in community-based childcare centers; another 89 eligible families are on the waiting list. It's not surprising that demand exceeds supply. According to U.S. Census figures, poverty among Beaverton's children has increased since 1990 - 11.8% of Beaverton's children under six lived below the poverty line in 2000, versus 10.0% in 1990.

By purchasing the building, the City will be able to ensure that low-income families in Beaverton have a permanent child care

resource. The City's purchase also helps out Head Start's Beaverton Center financially. The City's new lease with Head Start is expected to save the Beaverton Head Start program nearly \$20,000 a year.

The City will purchase the building with a combination of 2003/2004 Community Development Block Grant (CDBG) funds and a loan through the U.S. Department of Housing and Urban Development's Section 108 loan guarantee program. The Section 108 loan program allows local jurisdictions to borrow up to five times their annual CDBG allocation for projects that benefit low-to-moderate income residents and meet other CDBG requirements. The loan will be repaid with lease payments from Community Action Organization. Lease payments will also cover the City's costs for maintenance and create a reserve account for future major maintenance and on-going repairs.

The Longhorn Lane building was built in 1986. It was designed and constructed for use as a day care center, and has operated as such since that time. It is a one-level wood frame structure of 7,227 square feet, sitting on 0.73 acres. Its maximum child care capacity as currently configured is 114 full-time children.

Mayor Rob Drake is excited about the opportunity to keep Head Start in Beaverton for the long haul: "The availability of affordable, quality child care can often make the difference between a struggling and a thriving family. Head Start is a program with a long and successful track record, and we are very pleased to partner with Community Action to help Beaverton's low-income families with small children."



*An exterior view of the Head Start Building.*



## Beaverton and the Oregon Entrepreneurs Forum

The City of Beaverton has teamed up with the Oregon Entrepreneurs Forum (OEF) to offer a series of classes in Beaverton for people starting their own businesses, called the OEF Startup Series. The classes are being held in the new Business Center @ the Round, the executive suites at the recently completed office building at The Round. OEF's focus is helping entrepreneurs plan their businesses and execute those plans.

This series of business development programs can help you find your way through the sometimes complex process of starting a business the right way. OEF's programs are designed to help entrepreneurs at every stage of their early growth. The series includes the following classes:

- ◆ Business Concept Workshop — Let experts help you evaluate whether your concept has potential for long-term growth.
- ◆ Business Plan Development Seminar — Learn the essential aspects of a quality business plan.
- ◆ Private Business Plan Review — Work through your business plan with a team of experts and capitalize on their confidential critique of your plan.
- ◆ Presentation Skills Workshop — Discover what makes and breaks a live presentation

of your company's plans and strategies.

- ◆ Private Investor Presentation Review — Test your presentation skills in front of a panel of professional investors and service providers.

Classes need to be scheduled through OEF, at (503) 222-2270 or [www.oef.org](http://www.oef.org). There are fees for all of the classes which are paid directly to OEF.

During a downturn in the economy, it is common for even more people to investigate starting their own businesses than during "normal" times. Starting a business is a complex process, but it is proven that people who make the effort to prepare a good business plan and test it with experts have a much higher level of success when they start their own businesses.

Beaverton's Economic Development Strategic Plan calls for sponsorship of business programs which support the objectives of the Plan. This partnership with OEF is a cost effective way to provide start-up business services here in Beaverton.

Therefore, the City's Economic Development Program in the Mayor's Office developed this partnership with OEF to present the Startup Business series of classes here in Beaverton. Thanks to OEF, and thanks to the Business Center @ the Round for donating space for the classes.

## Beaverton's Business Incubator Program

The City's Economic Development Strategic Plan, adopted in 2000, calls for fostering entrepreneurial networks that promote innovative and healthy businesses in Beaverton. One suggested mechanism to help encourage new business formation is a Business Accelerator or Incubator. A Business Incubator is generally a building which leases space to fledgling businesses in a particular business sector, while also providing a range of services. These services are created to enhance the start-up, survival, growth and success rate of new ventures.

Many cities around the country have started incubators to assist job creation efforts in their communities. The most successful incubators

have focused on three main principles:

- ◆ Commitment to the core principle of developing companies,
- ◆ Managing the incubator as a business itself, and
- ◆ Developing a sophisticated offering of services and programs.

The City is currently preparing a business plan for an incubator in order to determine whether to proceed with the project. There is no doubt that finding ways to support entrepreneurs and the growth of new companies is a key goal for the City. Whether it is with an incubator or other programs, "growing our own" helps with long-term economic success.

*Through the middle of November 2003, 568 new businesses received Business Licenses in Beaverton.*

*Of those, 44% have only one employee/owner and 46% have two to five employees. This is consistent with past years where over 90% of new businesses have had five or fewer employees.*

*Business incubators can produce companies that go on to commercialize new technologies, create jobs, and strengthen the local economy.*

### Starting a New Business

An Oregonian's entrepreneurial spirit shows up more than ever when the economy takes a downturn. Historically, for example, spin-off companies from Tektronix can be traced to times when layoffs occurred. Business Start-Up Kits are available in the Mayor's Office which can help guide you in formation of a new business endeavor. Much of the same information is also available on the City's Web site at [www.ci.beaverton.or.us](http://www.ci.beaverton.or.us).

There is no one way to start each business, since each operation is different. Therefore, the kit and Web site include some general guidelines and links to other critical resources. If you are thinking of taking this major step, you can request a Start-up Kit from the Mayor's Office at (503) 526-2497 or [economicdev@ci.beaverton.or.us](mailto:economicdev@ci.beaverton.or.us).

If you are thinking about starting a home-based business, there are some additional things to think about. The City recognizes the needs and desires of many people to engage in small-scale business ventures, which would not be possible if it were necessary to obtain commercial space. At the same time, the City understands that business uses, if not carefully regulated, may be incompatible with the purposes of residential zones.

Zoning regulations may allow a person to operate a business out of their home, depending on the type of business activity and how the business is operated. Such a business is called a "home occupation."

A home occupation may be operated as long as it is in compliance with the Beaverton Development Code and:

- It does not alter the residential character of the neighborhood;
- It does not infringe upon

the right of the neighboring residents to the peaceful enjoyment of their homes; and,

- It is not detrimental to the community at large.

All home occupations are required to obtain a permit.

A **Home Occupation Permit One** is needed if:

- There will be no exterior alteration to the residence;
- No employees on the premises other than permanent residents of the premises;
- No customers or clients visit the home for reasons related to the home occupation; and
- Only one trip per day for delivery or pickup.

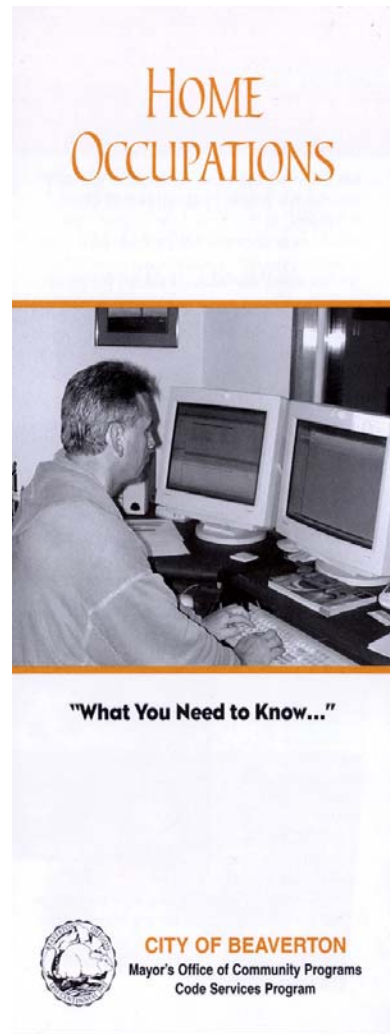
A **Home Occupation Permit Two** is needed if:

- There will be exterior remodeling of the premises;
- There is a volunteer or employee who is not a resident of the premises;
- Customers or clients will come to the home;
- Only two trips per day for delivery or pickup.

If you have questions about starting a business in your home, you can call the Community Development Department at (503) 526-2420. You can also read the rules about Home Occupations in Chapter 40.40 of the City's Development Code, which is on our Web site at [www.ci.beaverton.or.us](http://www.ci.beaverton.or.us).

Starting your own business certainly isn't for everyone. But, if it is something you're contemplating, there are many resources at your disposal to help you succeed. We'd be glad to get you started in the right direction.

To request a copy of the City's Home Occupations Brochure or a new business Start-up Kit, send an email to [economicdev@ci.beaverton.or.us](mailto:economicdev@ci.beaverton.or.us) or call 503-526-2497.





## Diversity

The 2000 Census points out what is clear coming a more diverse City. This is true both when you look around Beaverton: we are be- for residents and businesses. The diversity of

City of Beaverton Demographics				
	1990		2000	
<b>Total Population</b>	<b>53,310</b>		<b>76,129</b>	
<b>Race and Origin</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
White	47,679	89.40%	59,615	78.30%
Black	533	1.00%	1,324	1.70%
American Indian, Eskimo, or Aleut	290	0.50%	507	0.70%
Asian or Pacific Islander*	4,085	7.70%	7,621	10.00%
Other races	723	1.40%	4,211	5.50%
Multi-race (first collected in 2000)	NA	NA	2,851	3.70%
Hispanic origin (of any race)	1,761	3.30%	8,463	11.10%
Residents born outside of the U.S.	5,191	9.70%	14,005	18.40%

\*This category changed slightly between 1990 and 2000 (the later includes Native Hawaiians).  
Source: U.S. Census, 1990 and 2000.

our businesses and residents adds depth and richness to the City of Beaverton, yet there is a common perception that this is a largely white, suburban community. We continue to look for ways to make City services more accessible to all residents and businesses.

*"Our racial, ethnic and religious diversity is only adding to Beaverton's social wealth and helps build our dynamic community."*

• Mayor Rob Drake

## Business Information Center at Beaverton Library

Beaverton Library's Business Information Center is on the 2<sup>nd</sup> floor of the Library at the top of the stairs. The Center has a full time business reference librarian who is skilled at helping with business-related questions. It has a large collection of specialized books to allow research into wide-ranging topics.

Despite the huge amount of information now available on the internet, reference books are often the most comprehensive, efficient way to find information. The Center also provides access to a number of online research sites that are only available in Washington County at the Beaverton Library.

The combination of research materials and experienced staff make the Business Information Center one of the best sources in the region for specialized business searches. For an example of what they offer, see the Library's web site: [www.beavertonlibrary.org](http://www.beavertonlibrary.org).

### BIC Programs:

The Business Information Center staff is busy putting together a new series of Business Programs for 2004. Recent series have included:

- 2003 - "Be an Entrepreneur" series with presentations by SCORE, the Small Business Administration and a panel of successful entrepreneurs.

- 2003 - Consumer Strategies on buying a home, avoiding scams, the debt advocacy and credit collections business, financial planning and the food industry.

- 2002 - "Be an Entrepreneur" series with SCORE and local entrepreneurs.

- 2001 - "Oregon's Economy: the Experts Speak", a seven-part series with regional experts on the economy.

If you are, or know of, people who would be excellent speakers for this series, please contact Jill Adams, the Business Reference Librarian at (503) 350-3613.

We are especially interested in panels of experts in 2004 to address topics such as the labor market, job creation or unemployment. Please keep in mind that since the Library is a public facility, presenters should be providing information of broad general interest and not marketing specific products or businesses.

*The Beaverton City Library is located at 12375 SW 5th Street. Patron parking is free. Hours are: Monday - Thursday: 10 a.m. to 8 p.m. Friday: 10 a.m. to 6 p.m. Saturday: 10 a.m. to 5 p.m. Sunday: 12 noon to 5 p.m.*

### **Economic Policy Task Force**

*The region can benefit from an approach that links marketing closely with industry cluster strategies and quality of life concerns.*

Beaverton is part of an economic region comprised of six counties: Washington, Multnomah, Clackamas, Yamhill, Columbia and Clark County, WA (and soon to include Skamania County, WA). By far the vast majority of people who live in this region also work here – the sign of a tightly knit economy. Even though the City implements our own Economic Development Strategic Plan, the region’s economy as a whole is vitally important to Beaverton residents and businesses.

Mayor Rob Drake has served as Chair of a regional committee called the Metropolitan Economic Policy Task Force (MEPTF), comprised of 20 members equally divided between public and private sector representatives. The Committee’s June 2003 Final Report created an excellent spring-board to begin a regional economic development plan for the entire Portland area. As with any long-term economic development effort, results aren’t measured in today’s job creation numbers, but in systemic changes in focus and investments.

If you look across the country, it is unusual to find entire regions working together in a unified fashion to set strategic direction for their economies, particularly when they cross state boundaries as here in the Portland/Vancouver area. The MEPTF report sets the stage for this region to be an exception. Some of the findings from the

report include:

- ◆ Metropolitan regions are the essential units for analysis for economic development. The competition that our businesses face in the region is both local and global.

- ◆ Industry clusters offer an important way to organize a strategy.

- ◆ Intellectual assets are our future.

- ◆ Innovation is critical.

- ◆ Quality of life is a vital competitive advantage for this region, but not one that we are guaranteed to keep.

- ◆ There is a need for a broader agreement on our economic objectives for the metropolitan region. This should take the form of a regional economic development strategy developed through a participatory process.

How does this effect Beaverton? Beaverton is an active member of the Regional Economic Development Partners, the group charged by MEPTF to develop a regional strategy and start working now on specific tasks to improve the local economy. The current efforts involve better understanding of the clusters of businesses which drive our local economy and finding ways to target business retention and expansion efforts directly to those clusters. Finding effective ways to coordinate Beaverton’s efforts with the region to create better opportunities for economic success is a long term effort.

### **New Metropolitan Area Definition Includes Beaverton**

The federal Office of Management and Budget (OMB) is the agency which designates national statistical areas for metropolitan areas. Beginning next year, the Portland-Vancouver Metropolitan Statistical Area (MSA) will become the Portland-Vancouver-Beaverton MSA.

MSA’s are a method the federal government has used for the last 50 years to track statistics about areas. They have become standard language for those looking at measurements of data in areas around the country. The addition of “Beaverton” to the title is a result of changes in the federal rules which state that titles should “represent the more important social and economic centers” within an MSA.

### **High Tech Roadmap**

Beaverton is participating in a current effort by the Oregon Economic and Community Development Department and the Oregon Bioscience Association to create a “High-Tech Roadmap”. The first phase of this study, which is nearly complete, will take a comprehensive look at research occurring at Oregon universities. The second phase will look at how to better link that ongoing research to Oregon companies.

Much effort goes into commercializing technology which comes out of university research. Of even greater interest to the City and others, though, is finding better ways to allow existing companies to benefit from that research. The second phase of the study will be started early next year.



## Building Activity in Beaverton

Through the last three years of a down economy in Oregon, building permit numbers and values have remained relatively high in Beaverton. As you can see from the charts below, this level can be attributed to sustained

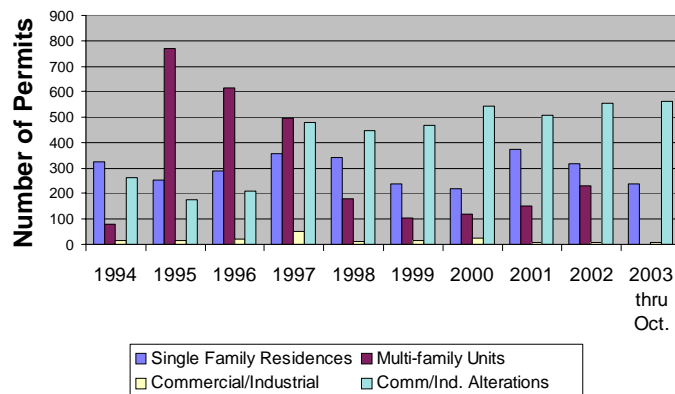
construction of new houses, and modifications to commercial and industrial buildings. These modifications include new tenants moving in and existing tenants changing their spaces.

**BEAVERTON BUILDING PERMIT STATISTICS, 1994 - 2003 (through Oct. 2003)**

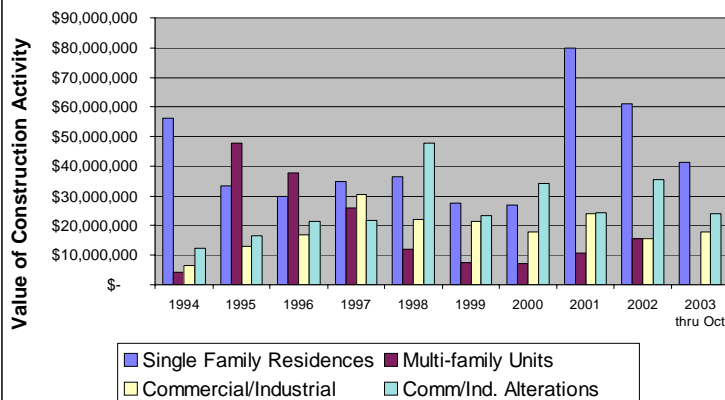
	Number of Single Family Residences	Value	Number of Multifamily Units Built	Value	Number of Commercial Building Permits	Value	Number of Commercial Building Alterations	Value	Total Value
2003 (thru Oct)	239	\$ 41,367,758	0	\$ -	7	\$ 17,839,131	562	\$ 24,081,843	\$ 87,744,266
2002	318	\$ 61,143,638	230	\$ 15,610,563	9	\$ 15,677,913	553	\$ 35,378,604	\$ 131,166,678
2001	374	\$ 79,791,073	151	\$ 10,698,578	9	\$ 23,963,495	507	\$ 24,526,786	\$ 142,935,854
2000	220	\$ 26,989,327	120	\$ 7,222,292	24	\$ 17,972,261	543	\$ 33,973,610	\$ 90,276,060
1999	239	\$ 27,606,240	103	\$ 7,396,259	14	\$ 21,373,042	468	\$ 23,385,826	\$ 82,712,302
1998	342	\$ 36,520,570	180	\$ 12,134,651	12	\$ 22,017,125	446	\$ 47,674,457	\$ 120,308,562
1997	355	\$ 34,606,549	496	\$ 25,911,595	49	\$ 30,436,738	480	\$ 21,746,150	\$ 113,636,513
1996	287	\$ 29,807,393	616	\$ 37,617,449	23	\$ 17,053,313	209	\$ 21,281,814	\$ 107,080,762
1995	252	\$ 33,417,461	770	\$ 47,645,379	15	\$ 13,094,426	176	\$ 16,674,328	\$ 112,474,839
1994	324	\$ 56,253,994	78	\$ 4,090,904	15	\$ 6,434,680	262	\$ 12,342,260	\$ 80,925,713

Note: Total Value is greater than the sum of the above numbers due to other minor permits.

**BUILDING PERMITS**



**BUILDING PERMIT VALUES**



## Did You Know...

Some of the larger commercial projects which have received building permits in 2003 include:

- 24-Hour Fitness/Condominium building at The Round
- Krispy Kreme on Cornell Road
- Jesuit High School Business Center
- Beaverton High School Cafeteria
- Cedar Hills Crossing (McGrath's, Beach Shack, Bank of America and food court addition)
- Unicru expansion on Gemini Drive
- New Horizon's Computer Learning Center on Nimbus Avenue

## Business Recycling in Beaverton

For more information, contact the Solid Waste and Recycling Program at (503) 526-2460 or [recyclingmail@ci.beaverton.or.us](mailto:recyclingmail@ci.beaverton.or.us)

Approximately two-thirds of the region's waste comes from businesses (including the construction/demolition industry). Therefore, businesses play a critical role in helping the region reach its recovery goal of 62 percent of solid waste by the Year 2005 established by the State of Oregon.

By reducing waste, we help extend the life of our landfills, save natural resources and energy, and prevent pollution.

The City of Beaverton's Solid Waste and Recycling Program has committed itself to assisting local businesses in their efforts to reduce waste, recycle, and purchase recycled-content products.

If you would like to start or improve

recycling at work, we are offering businesses **FREE** desk-side recycling containers.

These containers make recycling paper products just as easy as throwing them away. We recommend you place a box next to each individual garbage can throughout your facility.

**The City recycling program also offers the following services:**

- Helps find appropriate options for hard-to-recycle items;
- Helps determine how you can reduce waste and/or recycle more materials;
- Works with your garbage hauler to improve your services;
- Provides educational materials to help remind employees to prevent waste.



### 29 Tons ... Every 30 Minutes

Every half hour of the business day, 29 tons of recyclable paper is thrown away in the Portland metropolitan region. This picture, from a mid-September event in Portland's Pioneer Square, provides visual evidence of this fact.

The City of Beaverton offers free recycling assistance to City businesses. If you are interested in receiving free desk-side recycling boxes for your employees, please contact us at (503) 526-2460 or email [recyclingmail@ci.beaverton.or.us](mailto:recyclingmail@ci.beaverton.or.us).

29 tons per half hour...58 tons per hour...464 tons per day. Call today if you would like to be sure your business is helping to reduce this amount.

## Think Inside the Box!

This coupon entitles your business to desk-side recycling boxes for each of your employees. **Call (503) 526-2460 or email [recyclingmail@ci.beaverton.or.us](mailto:recyclingmail@ci.beaverton.or.us) to request your boxes.**

Recycling services are generally included in your garbage rate...use these boxes to improve recycling at your business. City staff will work with you or your hauler to set up a recycling program to meet your needs.



Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_



## ***Panhandling in Beaverton***

The City of Beaverton receives numerous inquiries concerning panhandlers who frequent the highway ramps along Highway 217. Many callers request that the City remove panhandlers from the public right-of-way. Most callers are curious if panhandling on highway ramps is legal. Many of you will be surprised to know that panhandling is legal on the public right-of-way.

Past practices allowed the City of Beaverton to cite people who used Oregon Department of Transportation (ODOT) highway property for panhandling. ODOT provided the City of Beaverton the authority to exclude people from their property and to make criminal trespass arrests if the exclusion orders were not obeyed. ODOT's regulations were in place to avoid dangerous situations of people either being hit or causing traffic accidents along the roadway, and the City of Beaverton had been regularly enforcing ODOT's regulations.

As a result of these enforcement actions, ODOT was sued by a woman who was cited for panhandling on a ramp along Highway 217. ODOT and the City of Beaverton became a party to a class-action lawsuit. The class-action lawsuit alleged that ODOT's regulations were inhibiting people's First Amendment rights. Just last month, the parties reached a settlement agreement and the Court dismissed the case.

Prior to settlement, ODOT suspended the

City of Beaverton's authority to act on their behalf and exclude people from their property pending resolution of the lawsuit. The settlement makes this suspension of authority permanent.

Although the existing ODOT-Beaverton trespass/exclusion agreement is no longer in effect, the settlement does not hinder ODOT's future ability to enter into revised trespass/exclusion agreements. ODOT has indicated that it will begin the revision of its trespass/exclusion agreements that address safety issues, however, they must also provide a reasonable way for people to exercise their First Amendment rights. The new regulations will need to address the entire state of Oregon; not just Highway 217.

In the meantime, ODOT has indicated that it will work with local law enforcement authorities to identify locations that have a history of problems with traffic safety due to pedestrians on the highway and will close those specific locations to pedestrians. The City of Beaverton will have to wait for ODOT to draft new rules and then enforce when appropriate.

Another concern raised by Beaverton residents regards the areas in the City where panhandling occurs at a place of business. Panhandling on private property is at the sole discretion of the property owner, and therefore, the City cannot regulate these practices.

## ***Beaverton on Television!***

**There are several opportunities for you to learn more about what's happening in Your City on Tualatin Valley Television (TVTV) -- Cable channels 28 and 30.**

**Among the programs to watch for are:  
The City Learning Series**

*(a series of classes about City Government in Beaverton)*

**We Thought You'd Like to Know**

*(a series of brief programs on special issue topics)*

**Coming Soon: A new program entitled  
Your City with Mayor Rob Drake**

## ***Beaverton's Martin Luther King, Jr. Celebration and Food Drive***

Beaverton's annual Martin Luther King, Jr. Celebration will be held on **Sunday, January 18, 2004**, at Southridge High School in Beaverton from 1:00 p.m. to 3:00 p.m. Families of all ages will enjoy uplifting musical performances, dances and reflections on the message and life of Dr. Martin Luther King, Jr.

The City and the Beaverton Baha'is have sponsored this event for the past six years. This year, community partners include Southridge High School's orchestra, Intel's ISing! choir, Southwest Presbyterian Church, Ananda Church, Bilal Mosque and Portland Community College.

Collaboration from many faith communities, youth groups, schools and community organizations makes Beaverton's MLK celebration a unique event. Please bring a food item to contribute to the Food Drive for the Oregon Food Bank.



### **YOUR CITY**

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